CONTEXTUAL MOMENTS

A world-first AI-driven approach to contextual advertising that doubles ad recall

night

interior

couple

romance

laughter

fashion

CONTEXTUAL MOMENTS EXPLAINED

Channel 4 has broken the mould with the world's first application of AI to deliver contextual advertising for linear TV at scale.

Contextual Moments automatically identifies everything that happens in our content, highlighting valuable contextual advertising opportunities.

Our AI looks for objects, actions and positive themes that match your brand. We then ensure your ad appears near these opportunities.

For example, where previously a baking brand might have only contextually advertised around The Great British Bake Off, we can now help that brand to locate all the contextual opportunities in a wide range of programmes like Hollyoaks, Naked Attraction, Made in Chelsea or Rich Kids of Instagram.

Regular scheduling

GBBO

With Contextual Moments scheduling

Hollyoaks
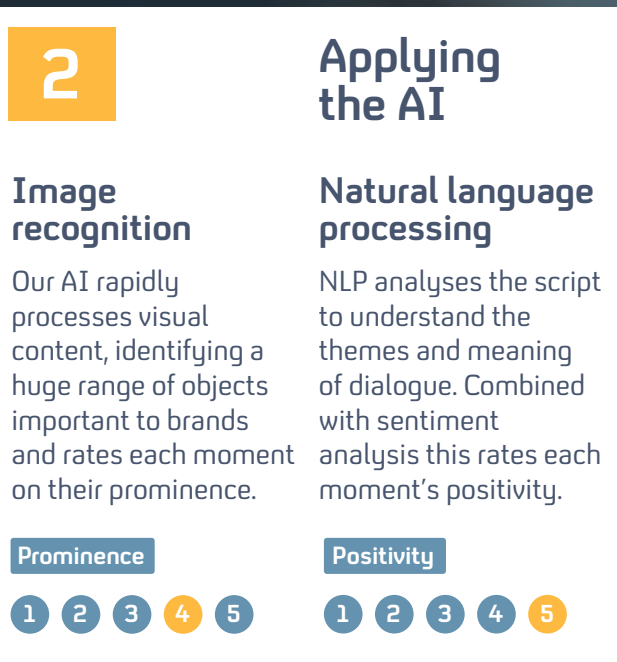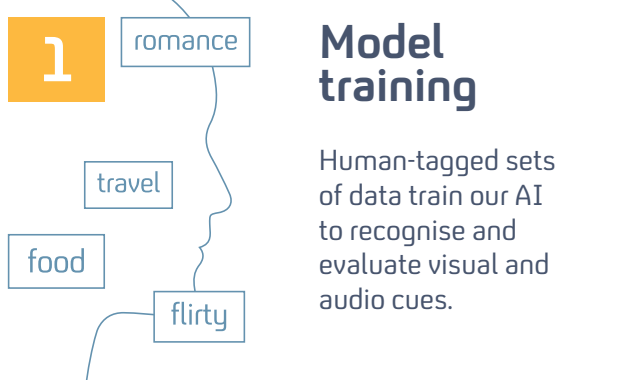

Naked Attraction

Made in Chelsea

Rich Kids of Instagram

CONTEXTUAL MOMENTS
HOW WE DO IT

Using artificial intelligence (AI) to automatically identify valuable Contextual Moments enables us to deliver 'smart context' at scale for advertising across linear TV.

1 Model training

romance

travel

food

flirty

Human-tagged sets of data train our AI to recognise and evaluate visual and audio cues.

2 Applying the AI

Image recognition

Our AI rapidly processes visual content, identifying a huge range of objects important to brands and rates each moment on their prominence.

Natural language processing

NLP analyses the script to understand the themes and meaning of dialogue. Combined with sentiment analysis this rates each moment's positivity.

Prominence
1 2 3 **4** 5

Positivity
1 2 3 4 **5**

3 Bundling

The Contextual Moments we've scored highest are bundled together. For example, all food moments are grouped together for a supermarket.

4 Quality assurance

Contextual Moments with low scores are discarded, whilst a human checks every opportunity to ensure brand safety.

5 Ad delivery

We ensure the ad is delivered live on linear TV next to the appropriate Contextual Moments.

CONTEXTUAL MOMENTS
THE RESULTS

Those exposed to an ad contextually were twice as likely to remember seeing it compared to those who saw it in a regular placement.
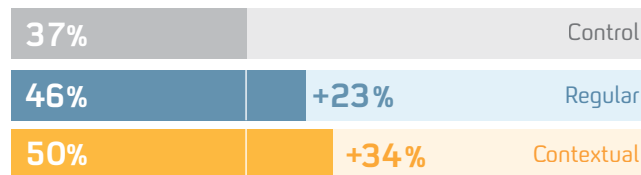
It was important for us to understand how a contextually placed ad might improve results for advertisers. So, together with independent market researchers BDRC, we ran a lab test* to asses the performance of a traditional TV spot compared to the performance of a Contextual Moments TV spot.
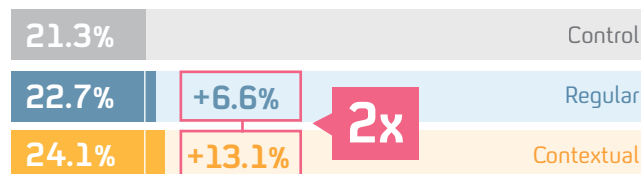
The results were quite astounding.

Contextual Moments doubles ad recall...

31%	**2x**	Regular
64%	+101%	Contextual

in turn this boosts spontaneous brand awareness...

37%		Control
46%	+23%	Regular
50%	+34%	Contextual

and drives-up first brand consideration, doubling the impact.

21.3%		Control
22.7%	+6.6%	Regular
24.1%	+13.1% **2x**	Contextual

CONTEXTUAL MOMENTS
THE THEORY

To understand why Contextual Moments works so effectively we partnered with the neuroscience department at Durham University.

The Neuroscience team at Durham University developed the hypotheses that the reason viewers were twice as likely to remember an ad viewed contextually is due to the combined effect of two processes known as 'semantic priming' and 'fluency'.

Both theories state that recently accepted content is easier for our brains to process and memorise.

For example, when a viewer watches characters from Made in Chelsea enjoying tea, the viewer's neural network becomes activated; while seeing tea also means the viewer's fluency for tea is heightened.

Both effects help explain why placing an advert near to a Contextual Moment makes the memory of the advert easier to form. We will present further details on these hypotheses later this year.

Durham University

CONTEXTUAL MOMENTS SUMMARY

- Contextual Moments is automated and brand safe, delivering contextual advertising at scale for TV planning.

- Our research showed that viewers are twice as likely to remember an ad when viewed contextually.

- It enhances performance for advertisers, driving awareness and numerous positive associations.

- This is all driven by its ability to boost memory coding.

- We have lots of other findings we'd like to share with you if you get in touch.

Twitter **@4Salesuk** Web **4sales.com**

Next steps

We are looking for brands interested in partnering with us and advertising via Contextual Moments.

If you would like to learn more or get involved please contact your sales representative or email **4sales@channel4.co.uk**.